## **REQUEST FOR QUALIFICATIONS**

## FOR REDEVELOPMENT

### **CATHEDRAL CITY**

**CALIFORNIA** 



Solicited by the Redevelopment Agency of the City of Cathedral City

Date November 10, 2005

#### THE OPPORTUNITY

The City of Cathedral City's Redevelopment Agency is offering developers an opportunity to participate in the revitalization of East Downtown through the development of an approximate 23 acre site, partially owned by the Agency in fee. Development objectives for the site include a mix of uses, including significant commercial/retail, residential and offices. The architecture must be of high quality and compatible in both scale and style with the surrounding developments.

The Agency is seeking a developer, supported by an architectural/engineering team, with extensive experience designing, building and managing the uses developed. The selected developer will be offered the opportunity to enter into an Exclusive Negotiating Agreement or Memorandum of Understanding with the Agency to fully explore market feasibility and appropriate levels of Agency participation in the project.

#### THE CITY

The City of Cathedral City is located in the beautiful Coachella Valley, surrounded by the San Jacinto, Santa Rosa and Little San Bernardino mountains. Cathedral City enjoys proximity in the center of the Palm Springs area resorts and boasts over 53,000 permanent residents with an additional 10,000 seasonally. Cathedral City grew 25% from 2000 to 2005.

The City, centrally located in this booming resort area, is close to the Palm Springs Aerial Tramway, San Jacinto National Forest, the Santa Rosa/San Jacinto National Monument, Joshua Tree National Park and the Salton Sea State Park. It also hosts the original Big League Dreams ball park, featuring scaled replicas of such famous stadiums as Fenway Park and Wrigley Field.

#### DOWNTOWN CATHEDRAL CITY

Downtown Cathedral City serves as the cultural, social, civic, business and commercial center for the City. First settled by the Cahuilla Indians, more recent settlements in Cathedral City began around 1925. Incorporated in 1981, Cathedral City has a rich cultural heritage. Downtowns have traditionally served as the heart of the community and Cathedral City is no exception. The Civic Center, including City Hall, Police headquarters and Towne Square Park strengthen Downtown as the center of the City. The Mary Pickford Theater, Desert IMAX, Cathedral Town Villas (currently under construction) and a new commercial center round out the core of Downtown. Proposed additional Downtown developments include the 300 room Sheraton Desert Cove Resort and Spa, the Desert Cove Golf Course, a 90 room limited service hotel, another 25,000 square feet of commercial/retail space and 75 units of housing.

The Downtown Design Guidelines and Zoning Regulations ("Guidelines"), adopted in July 2002, identifies the two zones (Mixed Use Commercial and Downtown Residential Neighborhood) within which development may occur and identifies the most important

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characteristics that a project should embody to enhance City identity. The Guidelines may be found at www.cathedralcity.gov/planning/forms&docs/dtguidelines.pdf.

#### THE PROJECT ENVIRONS

The Agency acquired properties within East Downtown in order to facilitate enhancing the Downtown Core with a mixture of housing, commercial and office uses. The site is approximately 23 acres and is under consideration in this Request for Qualifications ("RFQ").

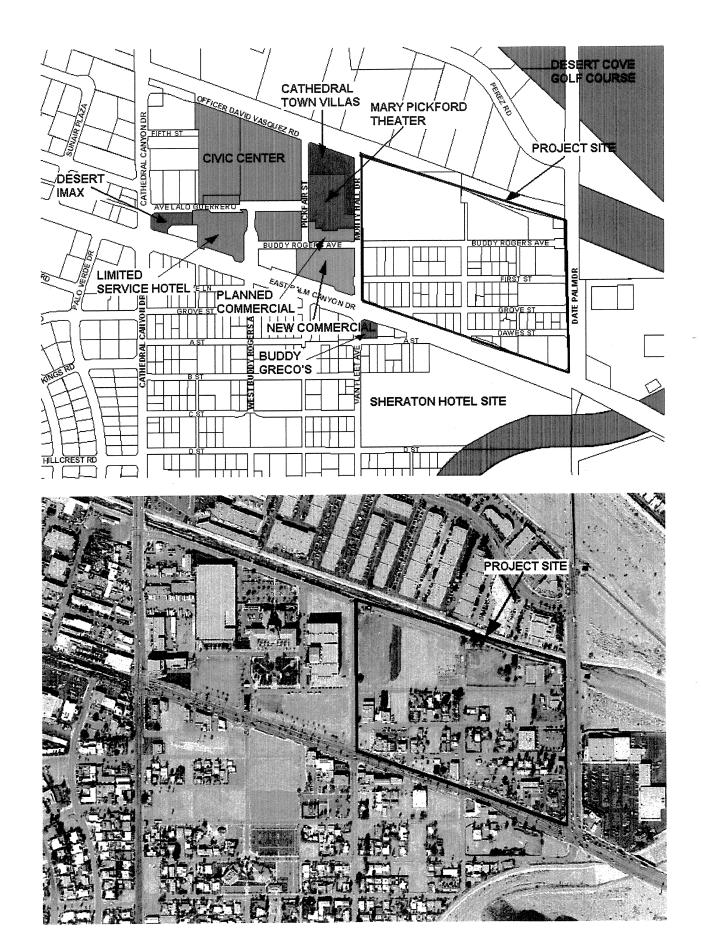
The site is generally located on the northerly portion of East Palm Canyon Drive between Monty Hall and Date Palm Drive. Immediately west of the site is the Mary Pickford Theater, Cathedral Town Villas, new commercial development with shops and restaurants and the Civic Center complex. Across East Palm Canyon Drive to the south is the site of the proposed Buddy Greco's Jazz Club and the Sheraton Desert Cove Resort and Spa with the adjacent Desert Cove Golf Course. East of the site is a small shopping center anchored by Staples. North of the site is the North Cathedral Channel and the Perez Road design center.

One map and an aerial photograph (taken in 2003) are included on the next page. The map shows significant existing and planned developments in Downtown.

Traffic counts taken in 1995 indicate that approximately 44,770 vehicles pass the site on East Palm Canyon Drive (south of the site) daily, with an additional 22,719 vehicles passing on Date Palm Drive (east side of the site) daily. A Market Profile (Attachment 1) and an Income Profile (Attachment 2) for the City and a map showing 1-, 3- and 5-mile rings from the site (Attachment 3) are attached.

The Agency envisions an area of mixed uses, including significant commercial uses, residential uses, entertainment venues and offices. The mixed use concept can be both horizontal and Staff is considering a revision to the zoning regulations that will allow for vertical mixed uses. The specific mix of uses is to be determined by a developer-commissioned market study. The redevelopment should be pedestrian-oriented and compatible with the existing Downtown Core and additional developments nearby. Proposals may include retention of some on-site existing buildings or may require removal of all existing structures. An existing two acre park will need to be updated and incorporated in the new development or replaced by the developer on a per-square foot basis.

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#### THE SELECTION PROCESS AND SCHEDULE

#### 1. Issuance of the Request for Qualifications

The Agency is now soliciting qualifications of developer/design teams to design and construct the redevelopment of East Downtown. Pursuant to the adopted Owner Participation Rules, the Agency will also advise qualified Owners of the issuance of the RFQ and invite their statements of interest in developing within the project site. Neither of these are to be considered a request for proposals. Thus, responses to the RFQ should adhere closely to the submittal requirements and not engage in speculative exercises regarding the nature or design of specific facilities. Responses to this RFQ must be delivered to:

City of Cathedral City Redevelopment Agency

68700 Avenida Lalo Guerrero

Cathedral City, California

All submittals must be received no later than 5:00 p.m. PST on Thursday, January 5, 2006. Postmarks will not be accepted.

#### 2. Conference to Discuss Project Objectives

On **Monday, November 28, 2005, at 9:00 a.m.,** Agency staff will conduct a pre-solicitation conference in the City Hall Council Chamber, 3<sup>rd</sup> Floor, 68700 Avenida Lalo Guerrero, Cathedral City, California 92284, to discuss project objectives and to answer questions from prospective developer/design teams. If possible, questions should be submitted in writing no later than 5:00 p.m. on Tuesday, November 22, 2005, for consideration at the conference. Questions should be addressed to:

Keith Scott, Redevelopment Project Manager Cathedral City Redevelopment Agency 68700 Avenida Lalo Guerrero Cathedral City, CA 92234

or by email at <a href="mailto:kscott@cathedralcity.gov">kscott@cathedralcity.gov</a>

While not required, prospective developer/design teams and qualified Owners are encouraged to participate in this pre-solicitation conference.

#### 3. Evaluation of Qualifications

A panel composed of representatives from the City, Agency and private sector, will review the submittals, contact references and industry sources, and rank the prospective developer/design teams and Owners. The panel will choose a limited number of finalists for oral interviews.

#### 4. Interviews and Negotiations with Finalists

The finalists, including qualified Owners will be interviewed by the panel on **Monday**, **January 23, 2006.** Initial negotiations will take place with the highest-ranked finalist to

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determine the broad outline of memorandum of Understanding for an Exclusive Right to Negotiate (MOU) between the two parties, including financial matters. If agreement cannot be reached with the top candidate, negotiations will be terminated and the next highest ranked finalist will be invited to negotiate terms of an MOU.

#### 5. Selection of Developer by the Agency

Upon concluding the interview/negotiation process, the panel will forward its report and recommendation to the Agency for consideration at their meeting of February 8, 2006.

Following acceptance of the MOU by the Redevelopment Agency Board, the developer will be required to pay a \$15,000 fee for the right to negotiate with the Agency for a period of 180 days. This fee shall be in the form of cash, an irrevocable letter of credit, or a certificate of deposit made payable to the Agency and shall be retained by the Agency, except that: (1) If the developer and the Agency negotiate and thereafter enter into a Disposition and Development Agreement ("DDA") for the disposition of the land for the site, and such agreement conforms to the development program with modifications as may be agreed to by the Agency, then the \$15,000 fee will be returned to the developer upon payment of the deposit required upon entering into the agreement, or (2) if the Agency fails to approve such DDA for any reason other than non-conformance to the development program, then the fee shall be returned to the developer. Determination of conformity to the development program shall be in the sole and absolute discretion of the Agency.

During the period of the MOU the developer will, at minimum, be required to:

- Prepare a detailed development program for the site
- Prepare a Master Plan and Preliminary Architectural Design Concept drawings for the development
- Prepare an implementation program for the development, including scheduling and phasing.
- Negotiate in good faith the business terms for the Disposition and Development Agreement between the Agency and the Developer

#### THE SELECTION CRITERIA

The Agency will select a developer/design team with the capacity to deliver a program that meets the Agency's objectives for the project. The Agency and its advisory panel will rely on the written presentation of the developer, investigation of previous projects and current commitments, references and industry contacts, and discussions with the developer/design team. Important selection factors for this phase of the process are:

Does the developer/design team have direct, relevant experience in the design, financing, construction, and management of similar facilities?

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- Does the developer/design team have direct, relevant experience in the development of commercial condominium space?
- Can the developer/design team demonstrate successful and extensive experience working with redevelopment agencies?
- Can the developer/design team demonstrate the capacity ---- manpower, physical facilities, financial depth etc. ---- needed to undertake this project?
- Does the developer/design team have a proven ability to implement development quickly and cost-effectively?
- Does the developer/design team have a reputation for establishing clear and open lines of communication with their clients and the community they serve?
- Is the developer/design team associated with projects known to be of exceptional quality and reputation?

#### THE SUBMITTAL REQUIREMENTS

Respondents to this RFQ should submit six numbered sets of the written information requested below (with the exception of the Financial Capacity materials, of which one set should be submitted under separate cover and which will be kept strictly confidential). The Agency prefers to receive these materials in loose-leaf bound form, with clearly marked sections.

#### 1. Developer/Design Entity

The response should clearly identify the parties of the developer/design entity and the intended role of each in the implementation of the project, as well as clearly delineate the party responsible for overall project management. The materials should also outline the nature of the team's working arrangement, i.e., contractual, joint venture etc., and specify who will contract with the Agency. The Agency prefers to have a single agreement with the design-development team.

The response should include resumes of the key individuals who would implement this project.

#### 2. Experience

The response must provide compelling evidence of direct, relevant experience in the design, construction and operation of office, retail and parking facilities by members of the developer/design team. Previous projects should be identified and described, including:

- Location
- Size
- Client and principal tenants
- Development time line (from site control to stabilized occupancy)

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- Project cost and financing strategy
- Current status
- References and contact information (Including lending institutions, former clients and public agencies)

#### 3. Project Concept

Include a brief statement of your project concept for the redevelopment site, including proposed uses, potential (commercial) tenants and general design concept. An extensive or costly physical design submittal is **NOT** necessary at this time.

## 4. Financial Capacity (In a sealed envelope - will be kept strictly confidential)

The Agency is concerned about the financial strength and stability of the developer/design team it chooses for this project. Thus, all respondents to this RFQ are required to provide, on a strictly confidential basis, the following information for the developer and prime design contractor. (If the developer entity is a Limited Liability Corporation or a Limited Liability Partnership, information must be submitted on all members and managers):

- Audited financial statements for the last three years
- List of projects in the "pipeline," including financial commitment, if any

#### THE SUBMITTAL DEADLINE

All responses should be addressed to the attention of **Keith Scott**, **Redevelopment Project Manager** and marked "**Request for Qualifications**: **East Downtown**," and must be delivered to the City of Cathedral City Redevelopment Agency **no later than 5:00 p.m. PST on Thursday**, **January 5**, **2006**.

#### WHO TO CONTACT

Questions regarding this Request for Qualifications should be addressed to **Keith Scott**, **Redevelopment Project Manager**, at **(760) 770-0325**.

#### AGENCY NON-LIABILITY DISCLOSURE AND RELATED MATTERS

All the facts and opinions stated by the Agency herein and in the additional data available to developer, including, but not limited to, statistical and economic data and projections are based on available information and no representation or warranty is made with respect thereto.

The Agency reserves the right to reject any and all submittals and is not bound to enter into an Exclusive Right to Negotiate with any developer submitting a proposal under this Request for Qualifications.

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# ATTACHMENT 1 MARKET PROFILE



Lati	itud	e:	33.7804

Latitude Longitud	: 33.7804 de: -116.4668	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
0000	2000 Total Population	6,064	37,787	80,879
	2000 Group Quarters	9	112	766
	2005 Total Population	7,022	46,003	98,482
	2010 Total Population	8,370	55,900	119,567
	2005 - 2010 Annual Rate	3.57%	3.97%	3.96%
0.0	2000 Households	2,662	15,175	33,812
19	2000 Average Household Size	2.27	2.48	2.37
411 }	2005 Households	3,085	18,133	40,587
	2005 Average Household Size	2.27	2.53	2.41
	2010 Households	3,669	21,811	48,891
	2010 Average Household Size	2.28	2.56	2.43
	2005 - 2010 Annual Rate	3.53%	3.76%	3.79%
	2000 Families	1,455	9,063	19,445
	2000 Average Family Size	2.99	3.17	3.07
	2005 Families	1,686	10,881	23,531
	2005 Average Family Size	2.98	3.23	3.12
	2010 Families	2,001	13,099	28,412
	2010 Average Family Size	3	3.27	3.15
	2005 - 2010 Annual Rate	3.49%	3.78%	3.84%
â â	2000 Housing Units	3,999	22,712	49,420
	Owner Occupied Housing Units	44.5%	45.1%	46.5%
E	Renter Occupied Housing Units	22.9%	22.5%	21.9%
	Vacant Housing Units	32.5%	32.5%	31.5%
	2005 Housing Units	4,474	26,177	57,232
	Owner Occupied Housing Units	46.5%	46.7%	49.0%
	Renter Occupied Housing Units	22.4%	22.6%	21.9%
	Vacant Housing Units	31.1%	30.7%	29.1%
	2010 Housing Units	5,246 48.9%	31,038 47.7%	67,970 49.9%
	Owner Occupied Housing Units Renter Occupied Housing Units	21.1%	22.6%	22.0%
	Vacant Housing Units	30.1%	29.7%	28.1%
	vacant riousing onto	30.170	23.1 /0	20.176
	Median Household Income 2000	\$34,286	\$38,107	\$41,080
	2005	\$38,953	\$44,252	\$48,110
	2010	\$44,849	\$50,848	\$55,974
	Median Home Value	ψ++,0+3	φ50,546	Ψ00,57 4
	2000	\$102,291	\$113,122	\$135,084
	2005	\$237,944	\$263,164	\$320,485
	2010	\$334,497	\$367,028	\$444,307
	Per Capita Income	<b>455 1,157</b>	40,01,020	Ų, <b>00</b> .
	2000	\$19,053	\$24,564	\$26,946
	2005	\$22,762	\$28,093	\$30,874
	2010	\$26,544	\$33,593	\$37,336
	Median Age	•	•	. ,
	2000	42.2	39.6	42.3
	2005	44.2	40.5	43.8
	2010	46.2	41.8	45.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.



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dio	2000 Households by Income			
allo	Household Income Base	2,658	15,161	33,890
AP.	< \$15,000	18.9%	16.3%	15.1%
	\$15,000 - \$24,999	17.8%	15.3%	14.8%
	\$25,000 - \$34,999	14.2%	14.2%	12.9%
	\$35,000 - \$49,999	17.3%	16.0%	15.6%
	\$50,000 - \$74,999	15.3%	15.8%	17.4%
	\$75,000 - \$99,999	7.4%	8.8%	9.1%
	\$100,000 - \$149,999	6.3%	6.6%	7.8%
	\$150,000 - \$199,999	1.8%	2.5%	3.0%
	\$200,000+	0.9%	4.5%	4.3%
	Average Household Income	\$45,063	\$61,705	\$64,177
	2005 Households by Income			
	Household Income Base	3,085	18,134	40,586
	< \$15,000	15.5%	13.2%	12.1%
	\$15,000 - \$24,999	16.4%	13.2%	12.5%
	\$25,000 - \$34,999	12.3%	12.6%	11.4%
	\$35,000 - \$49,999	18.1%	16.5%	15.6%
	\$50,000 - \$74,999	17.1%	17.2%	18.0%
	\$75,000 - \$99,999	8.2%	9.2%	10.3%
	\$100,000 - \$149,999	8.1%	9.2%	10.1%
	\$150,000 - \$199,999	2.5%	2.8%	3.7%
	\$200,000+	1.9%	6.0%	6.1%
	Average Household Income	\$53,323	\$71,442	\$74,716
	2010 Households by Income			
	Household Income Base	3,668	21,811	48,891
	< \$15,000	13.1%	11.2%	10.2%
	\$15,000 - \$24,999	14.3%	11.4%	10.2%
	\$25,000 - \$34,999	11.5%	11.1%	10.4%
	\$35,000 - \$49,999	17.1%	15.6%	14.2%
	\$50,000 - \$74,999	18.0%	17.6%	17.7%
	\$75,000 - \$99,999	9.6%	10.4%	11.5%
	\$100,000 - \$149,999	9.8%	11.5%	12.8%
	\$150,000 - \$199,999	3.4%	3.6%	4.6%
	\$200,000+	3.3%	7.7%	8.3%
	Average Household Income	\$62,330	\$86,337	\$91,191
	2000 Owner Occupied HUs by Value	, ,	¥ = = <b>,</b> = = :	, , , , , , , , , , , , , , , , , , ,
	Total	1,743	10,113	22,978
	<\$50,000	29.0%	23.5%	13.5%
	\$50,000 - 99,999	20.0%	21.1%	18.5%
	\$100,000 - 149,999	22.9%	20.7%	25.7%
	\$150,000 - 199,999	17.5%	11.3%	
	\$200,000 - \$299,999	8.7%	10.5%	15.3% 12.9%
	\$300,000 - 499,999	1.7%	8.3%	9.4%
	\$500,000 - <del>433,333</del> \$500,000 - <del>999,999</del>	0.1%	3.1%	3.1%
	\$1,000,000+	0.1%	1.5%	1.6%
	Average Home Value	\$109,366	\$165,837	\$185,902
			ψ 100,001	ψ100,302
	2000 Specified Renter Occupied HUs by Contract Ro		E 04E	40.000
	Total With Cash Bont	897 95.4%	5,045	10,860
	With Cash Rent	95.4%	96.0%	95.5%
	No Cash Rent	4.6%	4.0%	4.5%
	Median Rent	\$478 \$508	\$570 \$561	\$587 \$508
	Average Rent	\$508	\$561	\$598

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



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44	2000 Population by Age	0.004	27.700	00.000
itt	Total	6,061	37,786	80,880
89 89 80 <del>66</del>	0 - 4	6.6%	7.1%	6.2%
	5 - 9	6.3%	7.1%	6.6%
	10 - 14	5.1%	6.1%	6.0%
	15 - 24	10.9%	11.1%	10.0%
	25 - 34	11.7%	12.7%	11.5%
	35 - 44	13.2%	12.5%	13.3%
	45 - 54	11.7%	10.5%	11.3%
	55 - 64	11.4%	10.4%	10.8%
	65 - 74	12.1%	11.6%	12.1%
	75 - 84	8.7%	8.7%	9.3%
	85+ 18+	2.4% 79.0%	2.4% 76.4%	2.9% 78.0%
	2005 Population by Age			/
	Total	7,025	46,005	98,483
	0 - 4	6.6%	7.3%	6.4%
	5 - 9	5.5%	6.3%	5.6%
	10 - 14	5.9%	6.5%	6.2%
	15 - 24	10.6%	12.2%	11.1%
	25 - 34	10.9%	11.2%	10.2%
	35 - 44	11.6%	11.7%	12.1%
	45 - 54	11.8%	10.7%	11.9%
	55 - 64	13.2%	11.4%	12.2%
	65 - 74	12.3%	11.2%	11.6%
	75 - 84	8.6%	8.6%	9.4%
	85+	3.1%	2.9%	3.4%
	18+	79.2%	76.4%	78.3%
	2010 Population by Age			
	Total	8,371	55,897	119,566
	0 - 4	6.5%	7.4%	6.5%
	5 - 9	5.1%	5.9%	5.3%
	10 - 14	5.4%	5.7%	5.4%
	15 - 24	11.0%	13.2%	11.7%
	25 - 34	10.4%	11.1%	10.5%
	35 - 44	10.2%	10.3%	10.3%
	45 - 54	12.0%	10.9%	12.1%
	55 - 64	14.0%	12.4%	13.4%
	65 - 74	13.1%	11.7%	12.1%
	75 - 84	8.7%	8.2%	8.8%
	85+	3.5%	3.3%	3.8%
	18+	79.8%	77.4%	79.3%
	2000 Panulation by Say			
	2000 Population by Sex Males	52.5%	50.3%	50.4%
	Females	47.5%	49.7%	49.6%
	2005 Population by Sex	77.570	10.170	.0.070
	Males	52.5%	50.5%	50.4%
	Females	47.5%	49.5%	49.6%
	2010 Population by Sex			
	Males	52.5%	50.6%	50.5%
	Females	47.5%	49.4%	49.5%



Latitude: 33.7804			
Longitude: -116.4668	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
2000 Population by Race/Ethnicity			
Total	6,064	37,787	80,880
White Alone	78.4%	71.8%	75.5%
Black Alone	1.5%	2.1%	2.2%
American Indian Alone	0.7%	0.8%	0.9%
Asian or Pacific Islander Alone	1.2%	3.0%	3.5%
Some Other Race Alone	15.2%	18.9%	14.8%
Two or More Races	3.1%	3.4%	3.2%
Hispanic Origin	39.9%	42.1%	33.5%
Diversity Index	68.0	73.5	68.4
2005 Population by Race/Ethnicity			
Total	7,021	46,004	98,482
White Alone	76.0%	68.7%	72.3%
Black Alone	1.5%	2.1%	2.2%
American Indian Alone	0.7%	0.8%	0.8%
Asian or Pacific Islander Alone	1.3%	3.1%	3.8%
Some Other Race Alone	16.9%	21.4%	17.2%
Two or More Races	3.5%	3.9%	3.7%
Hispanic Origin	43.9%	47.0%	38.4%
Diversity Index	70.6	76.3	72.4
2010 Population by Race/Ethnicity			
Total	8,371	55,900	119,567
White Alone	73.9%	66.4%	69.7%
Black Alone	1.5%	2.1%	2.2%
American Indian Alone	0.7%	0.7%	0.8%
Asian or Pacific Islander Alone	1.4%	3.2%	3.9%
Some Other Race Alone	18.6%	23.4%	19.2%
Two or More Races	3.9%	4.2%	4.1%
Hispanic Origin	47.7%	51.0%	42.6%
Diversity Index	72.6	77.9	75.0
<b>2000</b> Population 3+ by School Enrollment			
Total	5,810	36,397	78,267
Enrolled in Nursery/Preschool	0.7%	1.0%	0.9%
Enrolled in Kindergarten	0.9%	1.4%	1.4%
Enrolled in Grade 1-8	10.4%	11.4%	10.7%
Enrolled in Grade 9-12	4.8%	5.1%	4.9%
Enrolled in College	2.3%	3.1%	3.3%
Enrolled in Grad/Prof School	0.4%	0.4%	0.6%
Not Enrolled in School	80.6%	77.6%	78.2%

Bachelor's Degree 9.9% 12.4% 13.9% Master's/Prof/Doctorate Degree 6.0% 8.0% 9.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.

2000 Population 25+ by Educational Attainment

4,366

15.1%

13.7%

22.9%

27.4%

5.0%

57,811

8.8%

11.9%

23.4%

27.1%

5.4%

Total

Less than 9th Grade

High School Graduate

Some College, No Degree Associate Degree

9th - 12th Grade, No Diploma

26,086

12.1%

14.2%

22.6%

25.7%

5.0%



Latitude: 33.7804			
Longitude: -116.4668	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
2000 Population 15+ by Sex and Marital			
Status		00.477	25.252
Total	4,944	30,177	65,850
Females	46.8%	49.9%	49.9%
Never Married	6.9%	8.9%	8.6%
Married, not Separated	23.8%	25.0%	25.6%
Married, Separated	1.9%	1.7%	1.3%
Widowed	7.1%	7.4%	7.3%
Divorced	7.1%	7.0%	7.1%
Males	53.2%	50.1%	50.1%
Never Married	19.2%	16.9%	16.2%
Married, not Separated	24.5%	25.6%	25.8%
Married, Separated	0.6%	0.8%	0.8%
Widowed	2.0%	1.8%	1.8%
Divorced	6.9%	5.1%	5.4%
2000 Population 16+ by Employment Status			
1 818 1	4,918	29,893	65,101
Total	52.9%	51.1%	52.1%
In Labor Force	47.8%	47.3%	48.7%
Civilian Employed	47.6% 5.1%	3.8%	3.4%
Civilian Unemployed	0.0%	0.0%	0.0%
In Armed Forces		48.9%	47.9%
Not in Labor Force	47.1%	40.9%	47.9%
2005 Civilian Population 16+ in Labor Force			
Civilian Employed	85.7%	90.1%	91.7%
Civilian Unemployed	14.3%	9.9%	8.3%
2010 Civilian Population 16+ in Labor Force		•	
Civilian Employed	86.7%	90.7%	92.3%
Civilian Unemployed	13.3%	9.3%	7.7%
2000 Females 16+ by Employment Status and A	age of Children		
Total	2,310	14,925	32,561
Own Children < 6 Only	7.6%	6.9%	5.9%
Employed/in Armed Forces	3.5%	3.2%	2.9%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	3.9%	3.4%	2.8%
Own Children < 6 and 6-17 Only	6.5%	6.9%	6.4%
Employed/in Armed Forces	1.4%	2.9%	3.1%
Unemployed	0.3%	0.1%	0.1%
	4.8%	3.9%	3.2%
Not in Labor Force Own Children 6-17 Only	10.3%	11.6%	12.0%
	6.5%	6.9%	7.5%
Employed/in Armed Forces		0.8%	0.5%
Unemployed	1.3%		3.9%
Not in Labor Force	2.5%	3.9% 74.6%	
No Own Children < 18	75.7%		75.7%
Employed/in Armed Forces	28.4%	26.5%	27.6% 2.4%
Unemployed	3.0%	2.5%	
Not in Labor Force	44.3%	45.6%	45.89



E Palm Canyon Dr AT Cathedral Canyon Dr

Latitude:	33.7804

Latitude Longitud	: 33.7804 de: -116.4668	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
	2005 Employed Population 16+ by			
	Industry Total	2,551	16,383	37,399
	Agriculture/Mining	0.2%	0.4%	0.4%
	Construction	11.2%	11.3%	9.6%
	Manufacturing	2.4%	3.0%	2.8%
	Wholesale Trade	2.1%	1.8%	1.6%
	Retail Trade	12.0%	12.0%	13.0%
	Transportation/Utilities	2.8%	2.5%	3.4%
	Information	2.6%	2.0%	2.2%
	Finance/Insurance/Real Estate	6.8%	6.7%	6.6%
	Services	56.6%	58.2%	57.6%
	Public Administration	3.1%	2.2%	2.7%
	2005 Employed Population 16+ by Occupation			
	Total	2,552	16,382	37,398
	White Collar	49.3%	49.1%	54.2%
	Management/Business/Financial	11.5%	11.1%	11.2%-
	Professional	13.1%	14.3%	17.1%
	Sales	13.1%	12.6%	13.6%
	Administrative Support	11.6%	11.2%	12.4%
	Services	31.2%	30.9%	28.2%
	Blue Collar	19.5%	20.0%	17.6%
	Farming/Forestry/Fishing	0.2%	0.2%	0.2%
	Construction/Extraction	11.1%	10.0%	7.9%
	Installation/Maintenance/Repair	3.7%	3.3%	3.0%
	Production	1.6%	2.8%	2.5%
	Transportation/Material Moving	2.8%	3.7%	4.0%
	2000 Workers 16+ by Means of Transportation t			
-	Total	2,317	13,704	30,822
	Drove Alone - Car, Truck, or Van	68.2%	70.4%	74.5%
	Carpooled - Car, Truck, or Van	15.3%	17.7%	14.5%
	Public Transportation	4.9%	3.1%	2.3%
	Walked	2.7%	2.0%	1.9%
	Other Means	4.4%	2.5%	2.1%
	Worked at Home	4.5%	4.3%	4.7%
	2000 Workers 16+ by Travel Time to Work			
	Total	2,317	13,703	30,824
	Did Not Work at Home	95.5%	95.7%	95.3%
	Less than 5 minutes	2.3%	1.9%	2.8%
	5 to 9 minutes	13.4%	12.1%	13.2%
	10 to 19 minutes	39.7%	41.1%	40.1%
	20 to 24 minutes	20.4%	17.6%	15.3%
	25 to 34 minutes	13.9%	14.6%	14.6%
	35 to 44 minutes	0.8%	1.9%	2.0%
	45 to 59 minutes	0.8%	1.4%	1.7%
	60 to 89 minutes	2.4%	2.3%	2.8%
	90 or more minutes	1.8%	2.9%	2.9%
	Worked at Home	4.5%	4.3%	4.7%
	Average Travel Time to Work (in min)	19.6	21.5	21.4
	2000 Households by Vehicles Available	10.0	21.0	
	•	2,642	15,193	33,888
	Total		8.1%	7.9%
	None	9.5%	44.8%	
	1	46.5% 30.1%		45.2% 36.3%
	2	30.1%	36.4%	
	3	9.8%	7.8%	7.8% 2.0%
	4	2.5%	2.0%	0.8%
	5+	1.7%	0.9%	
	Average Number of Vehicles Available	1.6	1.5	1.5



2000 Households by Type	Longitude: -316.4668	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total			. 1	
Family Households		2 662	15 175	33 811
Married-couple Family	Maria I			
With Related Children				
Other Family (No Spouse) With Ralated Children 8.5% 40.3% 40.3% 42.59 Nonfamily Households 45.3% 40.3% 42.59 Households Intring Alone 11.4% 8.8% 9.49 Householder Living Alone 11.4% 8.8% 9.49 Householder Not Living Alone 11.4% 8.8% 9.49 Households with Related Children 23.0% 27.1% 25.29 Households with Persons 65+ 39.7% 41.4% 41.19  2000 Households by Size Total 1 Person Household 34.0% 31.4% 33.19 2 Person Household 34.0% 31.4% 33.79 3 Person Household 9.9% 4 Person Household 9.9% 5 Person Household 7.8% 6 Person Household 7.8% 6 Person Household 4.9% 6 Person Household 7.78% 6 Person Household 7.78% 6 Person Household 7.78% 8 Person Household 1 Perso				
With Related Children				
Nonfamily Households				
Householder Living Alone Householder Not Living Alone Households with Related Children 11.4%  Households with Related Children Households with Persons 65+  2000 Households by Size Total 2000 Households by Size Total 1 Person Household 34.0% 31.4% 33.19 2 Person Household 38.4% 37.0% 37.79 3 Person Household 7.8% 8.7% 8.69 5 Person Household 4.9% 6.0% 5 Person Household 2.4% 3.33% 2.77 7- Person Household 2.7% 3.6% 6.7% 3.6% 2.77  2000 Households by Year Householder Moved In Total Total 101 Total 2.643 1.1% 32.8% 32.79 Moved in 1999 to March 2000 24.1% Moved in 1999 to 1994 16.1% 17.3% 17	With Related Children			8.2%
Householder Living Alone Householder Not Living Alone Households with Related Children Households with Related Children Households with Persons 65+  2000 Households by Size  Total 1 Person Household 1 2,662 1 15,175 3 3,811 1 Person Household 3 4,0% 3 1,4% 3 3,19 2 Person Household 3 8,4% 3 7,0% 3 7,79 3 Person Household 4 9,9% 9,9% 9,9% 9,9% 9,9% 9,9% 9,9% 9,9%	Nonfamily Households	45.3%	40.3%	42.5%
Households with Related Children		34.0%	31.4%	33.1%
## Households with Persons 65+  ## 2000 Households by Size Total		11.4%	8.8%	9.4%
## Households with Persons 65+  ## 2000 Households by Size Total	Households with Related Children	23.0%	27.1%	25.2%
Total 2,662 15,175 33,811 1 Person Household 34,0% 31,14% 33,19 2 Person Household 38,4% 37,0% 37,0% 37,79 3 Person Household 99,9% 99,9% 9,99 9,99 4 Person Household 7,8% 8,7% 8,60 5 Person Household 4,9% 6,0% 5,29 6 Person Household 2,24% 3,3% 2,77 7+ Person Household 2,24% 3,3% 2,79 7+ Person Household 2,24% 3,3% 2,79 7+ Person Household 2,24% 3,3% 2,79 7+ Person Household 8,00% 9,279 7+ Person Household 8,00% 9,0% 9,99 9,99 9,99 9,99 9,99 9,99		39.7%	41.4%	41.1%
1 Person Household 34.0% 31.4% 33.14 33.17 2 Person Household 38.4% 37.0% 37.79 3 Person Household 9.9% 9.9% 9.9% 9.9% 9.9% 9.9% 9.9% 9.9	2000 Households by Size			
2 Person Household 38.4% 37.0% 37.7% 3.7 Person Household 9.9% 9.9% 9.9% 9.9% 9.9% 9.9% 9.9% 9.9	Total	2,662	15,175	33,812-
2 Person Household 9.9% 9.9% 9.9% 9.9% 9.9% 9.9% 9.9% 9.9		34.0%	31.4%	33.1%
3 Person Household 9.9% 9.9% 9.9% 8.7% 8.6% 5 Person Household 7.8% 8.7% 8.6% 5 Person Household 4.9% 6.0% 5.2% 6 Person Household 2.4% 3.3% 2.7% 7+ Person Household 2.4% 3.3% 2.7% 7+ Person Household 2.4% 3.3% 2.7% 7+ Person Householder Moved In Total 2.643 15,193 33,881 Moved in 1999 to March 2000 24.1% 24.0% 24.5% 32.8% 32.79 Moved in 1995 to 1998 31.1% 32.8% 32.79 Moved in 1990 to 1994 16.1% 17.3% 17.0% Moved in 1990 to 1994 16.1% 17.3% 15.8% 16.0% Moved in 1970 to 1979 9.9% 7.6% 7.0% Moved in 1970 to 1979 9.9% 7.6% 7.0% Moved in 1980 or Earlier 2.6% 2.4% 2.8% Median Year Householder Moved In 1996 1996 1996 1996 1996 1996 1996 199			37.0%	37.7%
4 Person Household 7,8% 8,7% 8,6% 5 Person Household 4,9% 6,0% 5,229 6 Person Household 2,4% 3,3% 2,77 7+ Person Households by Year Householder Moved In Total 2,643 15,193 33,881 Moved in 1999 to March 2000 24,1% 24,0% 24,59 Moved in 1995 to 1998 31,1% 32,8% 32,77 Moved in 1990 to 1994 16,1% 17,3% 17,00 Moved in 1990 to 1994 16,1% 17,3% 17,00 Moved in 1970 to 1979 9,3% 7,6% 7,0% Moved in 1969 or Earlier 2,6% 2,4% 2,89 Median Year Householder Moved In 1996 1996 1996 1999  2000 Housing Units by Units in Structure  Total 3,921 22,489 49,44 22,0% 2,1% 37,0% 1, Attached 18,3% 22,1% 37,0% 1, Attached 18,3% 22,1% 37,0% 1, Detached 18,3% 22,1% 3,0% 5 to 9 5,2% 3,9% 5,11 10 to 19 2,8% 2,1% 3,0% 5 to 9 5,2% 3,9% 5,11 10 to 19 2,8% 2,1% 3,0% 9,6% Mobile Home 25,5% 19,6% 12,8% Other 1,2% 1,3% 0,39				9.9%
5 Person Household 4, 4,9% 6,0% 5,2% 6 Person Household 2,4% 3,3% 2,7% 7+ Person Household 2,4% 3,3% 2,7% 7+ Person Households by Year Householder Moved In Total 2,643 15,193 33,88 Moved in 1999 to March 2000 24,1% 24,0% 24,5% Moved in 1995 to 1998 31,1% 32,8% 32,7% Moved in 1990 to 1994 16,1% 17,3% 17,0% Moved in 1980 to 1989 16,8% 15,8% 16,0% Moved in 1970 to 1979 9,3% 7,6% 7,0% Moved in 1970 to 1979 9,3% 7,6% 2,4% 2,2% Median Year Householder Moved In 1996 1996 1996 1996 1996 1996 1996 199				
6 Person Household 2.4% 3.3% 2.77 7+ Person Household 2.7% 3.6% 2.77  2000 Households by Year Householder Moved In Total 2.643 15.193 33.88  Moved in 1999 to March 2000 24.1% 24.0% 24.5%  Moved in 1999 to 1998 31.1% 32.8% 32.79  Moved in 1990 to 1994 16.1% 17.3% 17.0%  Moved in 1980 to 1989 16.8% 15.8% 16.0%  Moved in 1980 or 1989 9.3% 7.6% 7.0%  Moved in 1969 or Earlier 2.6% 2.4% 2.8%  Median Year Householder Moved In 1996 1996 1996  2000 Housing Units by Units in Structure  Total 3.921 22.489 49.44  1, Detached 33.7% 32.1% 37.0%  1, Attached 18.3% 22.4% 22.0%  2 4.6% 5.6% 3.3%  3 or 4 4.3% 6.7% 6.0%  5 to 9 5.2% 3.9% 5.1%  10 to 19 2.8% 2.1% 3.0%  Mobile Home 25.9% 19.6% 12.8%  Other 1.2% 1.3% 0.9%  2000 Housing Units by Year Structure Built  Total 3.976 22.726 49.481  1999 to March 2000 2.3% 2.1% 3.0%  1.995 to 1998 3.7% 4.4% 4.9%  1990 to 1994 6.2% 9.6% 9.3%  1980 to 1989 26.4% 33.1% 31.99  1980 to 1989 26.6% 33.1% 31.99  1970 to 1979 28.5% 29.2% 27.99  1970 to 1979 28.5% 29.2% 27.99				
Type				
2000 Households by Year Householder Moved In Total   2,643   15,193   33,881				
Total	/+ Person Household	2.176	3.0%	2.170
Moved in 1999 to March 2000 Moved in 1995 to 1998 Moved in 1995 to 1998 Moved in 1990 to 1994 Moved in 1990 to 1994 Moved in 1980 to 1989 Moved in 1980 to 1989 Moved in 1970 to 1979 Moved in 1970 to 1979 Moved in 1970 to 1979 Moved in 1960 or Earlier Moved in 1960 or Earlier Moved in 1960 or Earlier Median Year Householder Moved In  2000 Housing Units by Units in Structure  Total Moved in 1960 and 1960 Moved in 1960 Moved in 1960 Moved in 1960 or Earlier Median Year Householder Moved In  Moved in 1996 Moved in 1989 Moved in 1980 to 1998 Moved in 1980 to 1998 Moved in 1980 to 1998 Moved in 1990 to 1994 Moved in 1980 to 1998 Moved in 1990 to 1990 Moved in 1990 to 19	2000 Households by Year Householder Moved In			
Moved in 1995 to 1998 Moved in 1990 to 1994 Moved in 1990 to 1989 Moved in 1980 to 1989 Moved in 1970 to 1979 Moved in 1969 or Earlier Moved in 1969 or Earlier Median Year Householder Moved In  2.6% Median Year Householder Moved In  2000 Housing Units by Units in Structure Total 1, Detached 1, Attached 18.3% 2.4% 2.4% 2.1% 3.0° 1, Attached 18.3% 3 or 4 4.3% 6.7% 5 to 9 5 to 9 10 to 19 20+ Mobile Home Mobile Hom				
Moved in 1990 to 1994 Moved in 1980 to 1989 Moved in 1970 to 1979 Moved in 1970 to 1979 Moved in 1969 or Earlier Median Year Householder Moved In  2000 Housing Units by Units in Structure Total 1, Detached 33.7% 32.1% 37.09 1, Attached 18.3% 22.4% 22.09 2 4.6% 5.6% 3.39 3 or 4 4.3% 5.10% 5 to 9 10 to 19 20+ Mobile Home 25.9% Mobile Home 25.9% Other  2000 Housing Units by Year Structure Built Total 1999 to March 2000 23% 2000 Housing Units by Year Structure Built Total 1999 to 1998 3.7% 4.4% 4.9% 9.99 1990 to 1998 9.90 1990 to 1998 1990 to 1998 1990 to 1999 1970 to 1979 28.5% 29.2% 29.2% 20.9% 1980 to 1989 1970 to 1979 28.5% 29.2% 27.9% 1970 to 1979 28.5% 29.2% 27.9% 1970 to 1979 28.5% 29.2% 27.9%	Moved in 1999 to March 2000			24.5%
Moved in 1980 to 1989 16.8% 15.8% 16.09 Moved in 1970 to 1979 9.3% 7.6% 7.09 Moved in 1969 or Earlier 2.6% 2.4% 2.89 Median Year Householder Moved In 1996 1996 1996 1996  2000 Housing Units by Units in Structure Total 3.921 22.489 49.441 1, Detached 33.7% 32.1% 37.09 1, Attached 18.3% 22.4% 22.09 2 4.6% 5.6% 3.39 3 or 4 4.6% 5.6% 3.39 3 or 4 4.3% 6.7% 6.09 5 to 9 5.2% 3.9% 5.19 10 to 19 2.8% 2.1% 3.09 20+ 4.0% 6.3% 9.89 Mobile Home 25.9% 19.6% 12.89 Other 25.9% 19.6% 12.89 Other 3.99 to March 2000 2.3% 2.1% 3.09 1995 to 1998 3.7% 4.4% 4.99 1990 to 1994 6.2% 9.6% 9.39 1990 to 1994 6.2% 9.6% 9.39 1970 to 1979 28.5% 29.2% 27.99	Moved in 1995 to 1998	31.1%	32.8%	32.7%
Moved in 1980 to 1989 Moved in 1970 to 1979 Moved in 1970 to 1979 Moved in 1969 or Earlier Median Year Householder Moved In  2.6% Median Year Householder Moved In  2.6% Median Year Householder Moved In  2000 Housing Units by Units in Structure  Total 3.921 1. Detached 33.7% 32.1% 37.09 1. Attached 18.3% 22.4% 22.09 2 4.6% 5.6% 3.39 3 or 4 4.3% 6.7% 6.09 5 to 9 5 to 9 5 to 9 5 2.8% 20+ 4.0% 6.3% 9.89 Mobile Home 25.9% Other  2000 Housing Units by Year Structure Built Total 1.2% 1.3% 1.3% 1.2% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	Moved in 1990 to 1994	16.1%	17.3%	17.0%
Moved in 1970 to 1979 Moved in 1969 or Earlier Median Year Householder Moved In  2.6% Median Year Householder Moved In  2000 Housing Units by Units in Structure  Total 1, Detached 1, Attached 1, Att		16.8%	15.8%	16.0%
Moved in 1969 or Earlier		9.3%	7.6%	7.0%
Median Year Householder Moved In   1996   1997				2.8%
Total 3,921 22,489 49,440 1, Detached 13.7% 32.1% 37.0% 1, Attached 18.3% 22.4% 22.0% 2 4.6% 5.6% 3.3% 6.7% 6.0% 5 to 9 5.2% 3.9% 5.1% 3.0% 5.1% 10 to 19 2.8% 2.1% 3.0% 20+ 4.0% 6.3% 9.8% Mobile Home 25.9% 19.6% 12.8% Other 1.2% 1.3% 0.9% 12.8% 1.3% 0.9% 19.6% 12.8% 1.3% 0.9% 19.6% 12.8% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3				1996
Total 3,921 22,489 49,440 1, Detached 13.7% 32.1% 37.0% 1, Attached 18.3% 22.4% 22.0% 2 4.6% 5.6% 3.3% 6.7% 6.0% 5 to 9 5.2% 3.9% 5.1% 3.0% 5.1% 10 to 19 2.8% 2.1% 3.0% 20+ 4.0% 6.3% 9.8% Mobile Home 25.9% 19.6% 12.8% Other 1.2% 1.3% 0.9% 12.8% 1.3% 0.9% 19.6% 12.8% 1.3% 0.9% 19.6% 12.8% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	2000 Hausing Units by Units in Structure			
1, Detached 33.7% 32.1% 37.09 1, Attached 18.3% 22.4% 22.09 2 4.6% 5.6% 3.39 3 or 4 4.3% 6.7% 6.09 5 to 9 5.2% 3.9% 5.19 10 to 19 2.8% 2.1% 3.09 20+ 4.0% 6.3% 9.89 Mobile Home 25.9% 19.6% 12.89 Other 1.2% 1.3% 0.99  2000 Housing Units by Year Structure Built Total 3,976 22,726 49,488 1999 to March 2000 2.3% 2.1% 3.09 1995 to 1998 3.7% 4.4% 4.99 1990 to 1994 6.2% 9.6% 9.39 1980 to 1989 26.4% 33.1% 31.99 1970 to 1979 28.5% 29.2% 27.99		2 021	22.480	40 440
1, Attached 18.3% 22.4% 22.0% 2 4.6% 5.6% 3.3% 3 or 4 5.6% 5.6% 5.6% 5.0% 5.0% 5.0% 5.0% 5.0% 5.0% 5.0% 5.2% 3.9% 5.1% 1.0 to 19 2.8% 2.1% 3.0% 20+ 4.0% 6.3% 9.8% Mobile Home 25.9% 19.6% 12.8% 0.0 ther 1.2% 1.3% 0.9% 5.2% 1.3% 0.9% 5.2% 1.3% 0.9% 5.2% 1.3% 0.9% 5.2% 1.3% 0.9% 5.2% 1.3% 0.9% 5.3% 1.2% 1.3% 0.9% 5.3% 1.2% 1.3% 0.9% 5.3% 1.2% 1.3% 0.9% 5.3% 1.2% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3				
2 4.6% 5.6% 3.39 3 or 4 4.3% 6.7% 6.09 5 to 9 5.2% 3.9% 5.19 10 to 19 2.8% 2.1% 3.09 20+ 4.0% 6.3% 9.89 Mobile Home 25.9% 19.6% 12.89 Other 1.2% 1.3% 0.99  2000 Housing Units by Year Structure Built Total 3,976 22,726 49,486 1999 to March 2000 2.3% 2.1% 3.09 1995 to 1998 3.7% 4.4% 4.99 1990 to 1994 6.2% 9.6% 9.39 1980 to 1989 26.4% 33.1% 31.99 1970 to 1979 28.5% 29.2% 27.99				
3 or 4 4.3% 6.7% 6.0% 5 to 9 5.2% 3.9% 5.1% 10 to 19 2.8% 2.1% 3.0% 20+ 4.0% 6.3% 9.8% Mobile Home 25.9% 19.6% 12.8% 0.9% 19.6% 12.8% 0.9% 19.6% 12.8% 1.3% 0.9% 19.6% 1.3% 0.9% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3				
5 to 9       5.2%       3.9%       5.1%         10 to 19       2.8%       2.1%       3.0%         20+       4.0%       6.3%       9.8%         Mobile Home       25.9%       19.6%       12.8%         Other       1.2%       1.3%       0.9%         2000 Housing Units by Year Structure Built         Total       3,976       22,726       49,486         1999 to March 2000       2.3%       2.1%       3.0%         1995 to 1998       3.7%       4.4%       4.9%         1990 to 1994       6.2%       9.6%       9.3%         1980 to 1989       26.4%       33.1%       31.9%         1970 to 1979       28.5%       29.2%       27.9%	2			
10 to 19 20+ 4.0% 6.3% 9.89 Mobile Home 25.9% 19.6% 12.89 Other 1.2% 1.3% 0.99  2000 Housing Units by Year Structure Built Total 3,976 1999 to March 2000 2.3% 2.1% 3.09 1995 to 1998 3.7% 4.4% 4.99 1990 to 1994 6.2% 9.6% 9.39 1980 to 1989 1970 to 1979 28.5% 29.2% 27.99 27.99				
20+       4.0%       6.3%       9.8%         Mobile Home       25.9%       19.6%       12.8%         Other       1.2%       1.3%       0.9%         2000 Housing Units by Year Structure Built         Total       3,976       22,726       49,486         1999 to March 2000       2.3%       2.1%       3.0%         1995 to 1998       3.7%       4.4%       4.9%         1990 to 1994       6.2%       9.6%       9.3%         1980 to 1989       26.4%       33.1%       31.9%         1970 to 1979       28.5%       29.2%       27.9%	5 to 9	5.2%		5.1%
Mobile Home Other       25.9%       19.6%       12.8%         Other       1.2%       1.3%       0.9%         2000 Housing Units by Year Structure Built         Total       3,976       22,726       49,486         1999 to March 2000       2.3%       2.1%       3.0%         1995 to 1998       3.7%       4.4%       4.9%         1990 to 1994       6.2%       9.6%       9.3%         1980 to 1989       26.4%       33.1%       31.9%         1970 to 1979       28.5%       29.2%       27.9%	10 to 19	2.8%		3.0%
Mobile Home Other       25.9%       19.6%       12.8%         Other       1.2%       1.3%       0.9%         2000 Housing Units by Year Structure Built         Total       3,976       22,726       49,486         1999 to March 2000       2.3%       2.1%       3.0%         1995 to 1998       3.7%       4.4%       4.9%         1990 to 1994       6.2%       9.6%       9.3%         1980 to 1989       26.4%       33.1%       31.9%         1970 to 1979       28.5%       29.2%       27.9%	20+	4.0%	6.3%	9.8%
Other       1.2%       1.3%       0.9%         2000 Housing Units by Year Structure Built         Total       3,976       22,726       49,486         1999 to March 2000       2.3%       2.1%       3.0%         1995 to 1998       3.7%       4.4%       4.9%         1990 to 1994       6.2%       9.6%       9.3%         1980 to 1989       26.4%       33.1%       31.9%         1970 to 1979       28.5%       29.2%       27.9%	Mobile Home	25.9%	19.6%	12.8%
Total       3,976       22,726       49,486         1999 to March 2000       2.3%       2.1%       3.0%         1995 to 1998       3.7%       4.4%       4.9%         1990 to 1994       6.2%       9.6%       9.3%         1980 to 1989       26.4%       33.1%       31.9%         1970 to 1979       28.5%       29.2%       27.9%			1.3%	0.9%
Total       3,976       22,726       49,486         1999 to March 2000       2.3%       2.1%       3.0%         1995 to 1998       3.7%       4.4%       4.9%         1990 to 1994       6.2%       9.6%       9.3%         1980 to 1989       26.4%       33.1%       31.9%         1970 to 1979       28.5%       29.2%       27.9%	2000 Housing Units by Year Structure Built			
1999 to March 2000       2.3%       2.1%       3.0%         1995 to 1998       3.7%       4.4%       4.9%         1990 to 1994       6.2%       9.6%       9.3%         1980 to 1989       26.4%       33.1%       31.9%         1970 to 1979       28.5%       29.2%       27.9%	<del>-</del>	3 976	22 726	49,488
1995 to 1998 3.7% 4.4% 4.9% 1990 to 1994 6.2% 9.6% 9.3% 1980 to 1989 26.4% 33.1% 31.9% 1970 to 1979 28.5% 29.2% 27.9%				3.0%
1990 to 1994       6.2%       9.6%       9.3%         1980 to 1989       26.4%       33.1%       31.9%         1970 to 1979       28.5%       29.2%       27.9%				
1980 to 1989 26.4% 33.1% 31.9% 1970 to 1979 28.5% 29.2% 27.9%				
1970 to 1979 28.5% 29.2% 27.9%				
00.00				
1969 or Earlier 32.9% 21.6% 23.0%				
	1969 or Earlier			
Median Year Structure Built 1976 1980 1980	Median Year Structure Built	1976	1980	1980

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Latitude: 33.7804

Longitude: -116.4668 Radius: 1.0 miles Radius: 3.0 miles Radius: 5.0 miles

#### **Top 3 Tapestry Segments**

1.	Senior Sun Seekers	Silver and Gold	Silver and Gold
2.	The Elders	Senior Sun Seekers	The Elders
3.	Industrious Urban Frin	The Elders	Senior Sun Seekers



2005 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

business revenue.			
Apparel & Services: Total \$	\$6,281,377	\$50,782,912	\$118,040,144
Average Spent	\$2,036.10	\$2,800.58	\$2,908.32
Spending Potential Index	74	101	105
Computers & Accessories: Total \$	\$643,527	\$5,093,449	\$11,919,553
Average Spent	\$208.60	\$280.89	\$293.68
Spending Potential Index	75	102	106
Education: Total \$	\$2,223,475	\$18,242,289	\$42,827,911
Average Spent	\$720.74	\$1,006.03	\$1,055.21
Spending Potential Index	68	95	99
Entertainment/Recreation: Total \$	\$7,230,509	\$56,815,805	\$133,322,450
Average Spent	\$2,343.76	\$3,133.28	\$3,284.86
Spending Potential Index	75	101	106
Food at Home: Total \$	\$11,571,020	\$92,383,478	\$212,785,211
Average Spent	\$3,750.74	\$5,094.77	\$5,242.69
Spending Potential Index	79	107	110
Food Away from Home: Total \$	\$7,396,737	\$59,122,222	\$137,812,387
Average Spent	\$2,397.65	\$3,260.48	\$3,395.48
Spending Potential Index	76	103	107
Health Care: Total \$	\$9,684,286	\$73,873,461	\$172,601,703
Average Spent	\$3,139.15	\$4,073.98	\$4,252.64
Spending Potential Index	90	117	122
HH Furnishings & Equipment: Total \$	\$5,135,891	\$40,026,810	\$93,885,056
Average Spent	\$1,664.79	\$2,207.40	\$2,313.18
Spending Potential Index	78	104	109
Investments: Total \$	\$21,641,673	\$168,514,372	\$404,376,253
Average Spent	\$7,015.13	\$9,293.24	\$9,963.20
Spending Potential Index	84	111	119
Retail Goods: Total \$	\$59,875,505	\$472,504,739	\$1,098,852,760
Average Spent	\$19,408.59	\$26,057.73	\$27,074.01
Spending Potential Index	78	104	108
Shelter: Total \$	\$32,898,464	\$261,094,448	\$607,951,235
Average Spent	\$10,664.01	\$14,398.86	\$14,978.96
Spending Potential Index	78	105	109
TV/Video/Sound Equipment: Total \$	\$2,434,927	\$19,385,765	\$45,087,858
Average Spent	\$789.28	\$1,069.09	\$1,110.89
Spending Potential Index	77	104	108
Travel: Total \$	\$4,486,370	\$34,839,141	\$82,085,135
Average Spent	\$1,454.25	\$1,921.31	\$2,022.45
Spending Potential Index	80	106	112
Vehicle Maintenance & Repairs: Total \$	\$2,580,583	\$20,252,973	\$46,809,772
Average Spent	\$836.49	\$1,116.91	\$1,153.32
Spending Potential Index	81	108	111

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.

# ATTACHMENT 2 INCOME PROFILE





Latitu	uae: 33.7804	•
Longitu	ude: -116.4668	

						Longitude:	-116.4668
		Site Type: R	ladius			Radius:	1.0 miles
Summary		2000		2005		2010	
Population		6,064		7,022		8,370	
Households		2,662		3,085		3,669	
Families		1,455		1,686		2,001	
Average Household Size		2.27		2.27		2.28	
Owner Occupied HUs		1,757		2,081		2,564	
Renter Occupied HUs		905		1,003		1,105	
Median Age		42.2		44.2		46.2	
-							
Trends: 2005-2010 Annual Rate		Area		State		National	
Population		3.57%		1.33%		1.22%	
Households		3.53%		1.19%		1.27%	
Families		3.49%		1.18%		1.00%	
Owner HHs		4.26%		1.61%		1.46%	
Median Household Income		2.86%		3.53 %		3.25%	
	20		20		201		
Households by Income	Number	Percent	Number	Percent	Number	Percent	
< \$15,000	503	18.9%	477	15.5%	481	13.1%	
\$15,000 - \$24,999	473	17.8%	506	16.4%	523	14.3%	
\$25,000 - \$34,999	378	14.2%	380	12.3%	421	11.5%	
\$35,000 - \$49,999	459	17.3%	558	18.1%	627	17.1%	
\$50,000 - \$74,999	408	15.3%	526	17.1%	661	18.0%	
\$75,000 - \$99,999	196	7.4%	252	8.2%	352	9.6%	
\$100,000 - \$149,999	168	6.3%	250	8.1%	360	9.8%	
\$150,000 - \$199,000	49	1.8%	77	2.5%	123	3.4%	
\$200,000+	24	0.9%	59	1.9%	120	3.3%	
Median Household Income	\$34,286		\$38,953		\$44,849		
Average Household Income	\$45,063		\$53,323		\$62,330		
Per Capita Income	\$19,053		\$22,762		\$26,544		
	20	00	20	05	201	10	
Population by Age	Number	Percent	Number	Percent	Number	Percent	
0 - 4	401	6.6%	463	6.6%	548	6.5%	
5 - 14	691	11.4%	799	11.4%	874	10.4%	
15 - 19	305	5.0%	326	4.6%	444	5.3%	
20 - 24	356	5.9%	416	5.9%	480	5.7%	
25 - 34	709	11.7%	764	10.9%	869	10.4%	
35 - 44	799	13.2%	813	11.6%	853	10.2%	
45 - 54	709	11.7%	831	11.8%	1,008	12.0%	
55 - 64	688	11.4%	924	13.2%	1,168	14.0%	
65 - 74	733	12.1%	863	12.3%	1,100	13.1%	
75 - 84	525	8.7%	605	8.6%	732	8.7%	
85+	145	2.4%	221	3.1%	295	3.5%	
33.	200				201		
Race and Ethnicity	Number				Percent Number		
	4,755	78.4%	5,339	76.0%	6,189	<b>Percent</b> 73.9%	
White Alone	4,755	1.5%	105	1.5%	128	1.5%	
Black Alone			49	0.7%	57	0.7%	
American Indian Alone	43	0.7%					
Asian Alone	69	1.1%	86	1.2%	109	1.3%	
Pacific Islander Alone	4	0.1%	5 4 180	0.1%	1 556	0.1%	
Some Other Race Alone	919	15.2%	1,189	16.9%	1,556	18.6%	
Two or More Races	186	3.1%	248	3.5%	327	3.9%	
Hispanic Origin (Any Race)	2,422	39.9%	3,079	43.8%	3,992	47.7%	

Data Note: Income is expressed in current dollars.





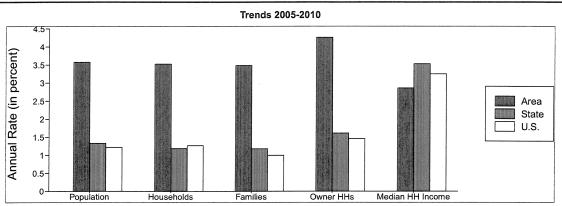
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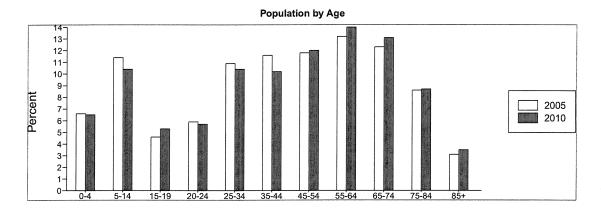
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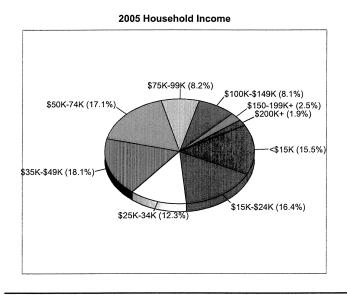
Longitude: -116.4668

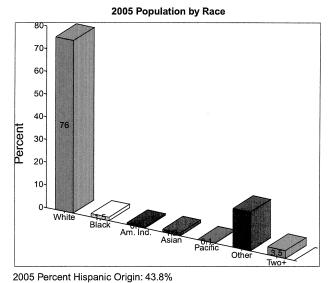
Radius: 1.0 miles

Site Type: Radius













Latitude: 33.7804 Longitude: -116.4668

						Longitude:	-116.4668
		Site Type: F	Radius			Radius:	3.0 miles
Summary		2000		2005	discussion of the second of th	2010	
Population		37,787		46,003		55,900	
Households		15,175		18,133		21,811	
Families		9,063		10,881		13,099	
Average Household Size		2.48		2.53		2.56	
Owner Occupied HUs		10,128		12,228		14,810	
Renter Occupied HUs		5,047		5,905		7,001	
Median Age		39.6		40.5		41.8	
Trends: 2005-2010 Annual Rate		Area		State		National	
Population		3.97%		1.33%		1.22%	
•		3.76%		1.19%		1.27%	
Households Families		3.78%		1.19%		1.00%	
		3.76% 3.91%		1.61%		1.46%	
Owner HHs							
Median Household Income		2.82%		3.53 %		3.25%	,
Hausahalda bu laaama	20 Number	00 Percent	20 Number	95 Percent	201 Number	10 Percent	
Households by Income	2,472	16.3%	2,396	13.2%	2,436	11.2%	
< \$15,000 \$15,000 \$24,000	•	15.3%	2,390	13.2%	2,430	11.4%	
\$15,000 - \$24,999	2,322						
\$25,000 - \$34,999	2,150	14.2%	2,284	12.6%	2,423	11.1%	
\$35,000 - \$49,999	2,424	16.0%	2,986	16.5%	3,397	15.6%	
\$50,000 - \$74,999	2,399	15.8%	3,122	17.2%	3,833	17.6%	
\$75,000 - \$99,999	1,335	8.8%	1,668	9.2%	2,271	10.4%	
\$100,000 - \$149,999	1,002	6.6%	1,672	9.2%	2,501	11.5%	
\$150,000 - \$199,000	381	2.5%	515	2.8%	789	3.6%	
\$200,000+	676	4.5%	1,092	6.0%	1,682	7.7%	
Median Household Income	\$38,107		\$44,252		\$50,848		
Average Household Income	\$61,705		\$71,442		\$86,337		
Per Capita Income	\$24,564		\$28,093		\$33,593		
	20		200		201		
Population by Age	Number	Percent	Number	Percent	Number	Percent	
0 - 4	2,690	7.1%	3,337	7.3%	4,127	7.4%	
5 - 14	4,982	13.2%	5,886	12.8%	6,512	11.6%	
15 - 19	2,073	5.5%	2,710	5.9%	3,368	6.0%	
20 - 24	2,109	5.6%	2,896	6.3%	3,991	7.1%	
25 - 34	4,790	12.7%	5,157	11.2%	6,203	11.1%	
35 - 44	4,705	12.5%	5,397	11.7%	5,756	10.3%	
45 - 54	3,956	10.5%	4,924	10.7%	6,070	10.9%	
55 - 64	3,915	10.4%	5,254	11.4%	6,923	12.4%	
65 - 74	4,366	11.6%	5,152	11.2%	6,524	11.7%	
75 - 84	3,281	8.7%	3,964	8.6%	4,569	8.2%	
85+	919	2.4%	1,328	2.9%	1,854	3.3%	
	20		200		201		
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	
White Alone	27,121	71.8%	31,595	68.7%	37,108	66.4%	
Black Alone	810	2.1%	989	2.1%	1,181	2.1%	
American Indian Alone	313	0.8%	362	0.8%	413	0.7%	
Asian Alone	1,094	2.9%	1,384	3.0%	1,723	3.1%	
Pacific Islander Alone	30	0.1%	39	0.1%	48	0.1%	
Some Other Race Alone	7,126	18.9%	9,841	21.4%	13,072	23.4%	
Two or More Races	1,293	3.4%	1,794	3.9%	2,355	4.2%	
Hispanic Origin (Any Race)	15,919	42.1%	21,642	47.0%	28,514	51.0%	

Data Note: Income is expressed in current dollars.





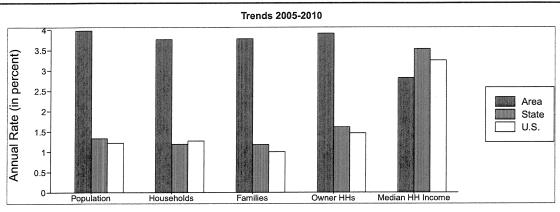
Latitude:

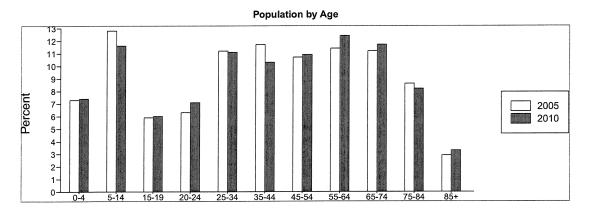
33.7804

Longitude: -116.4668

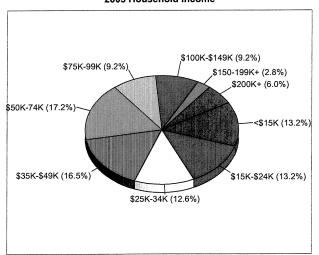
Radius: 3.0 miles

Site Type: Radius

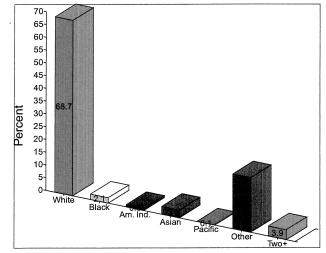




2005 Household Income



2005 Population by Race



2005 Percent Hispanic Origin: 47.0%





E Palm Canyon Dr AT Cathedral Canyo	on Dr					Latitude: Longitude:	33.7804 -116.4668
		Site Type: R	adius			Radius:	5.0 miles
Summary		2000		2005		2010	
Population		80,879		98,482		119,567	
Households		33,812		40,587		48,891	
Families		19,445		23,531		28,412	
Average Household Size		2.37		2.41		2.43	
Owner Occupied HUs		22,975		28,042		33,944	
Renter Occupied HUs		10,837		12,545		14,946	
Median Age		42.3		43.8		45.2	
Trends: 2005-2010 Annual Rate		Area		State		National	
Population		3.96%		1.33%		1.22%	
Households		3.79%		1.19%		1.27%	
Families		3.84%		1.18%		1.00%	
Owner HHs		3.89%		1.61%		1.46%	
Median Household Income		3.07%		3.53 %		3.25%	
	200	00	200	05	20	10	
Households by Income	Number	Percent	Number	Percent	Number	Percent	
< \$15,000	5,128	15.1%	4,921	12.1%	5,006	10.2%	
\$15,000 - \$24,999	4,999	14.8%	5,093	12.5%	5,009	10.2%	
\$25,000 - \$34,999	4,386	12.9%	4,643	11.4%	5,085	10.4%	
\$35,000 - \$49,999	5,274	15.6%	6,322	15.6%	6,931	14.2%	
\$50,000 - \$74,999	5,880	17.4%	7,319	18.0%	8,646	17.7%	
\$75,000 - \$99,999	3,097	9.1%	4,195	10.3%	5,614	11.5%	
\$100,000 - \$149,999	2,657	7.8%	4,114	10.1%	6,258	12.8%	
\$150,000 - \$199,000	1,004	3.0%	1,483	3.7%	2,273	4.6%	
\$200,000+	1,465	4.3%	2,496	6.1%	4,069	8.3%	
Median Household Income	\$41,080		\$48,110		\$55,974		
Average Household Income	\$64,177		\$74,716		\$91,191		
Per Capita Income	\$26,946		\$30,874		\$37,336		
	200	00	200		201		
Population by Age	Number	Percent	Number	Percent	Number	Percent	
0 - 4	5,028	6.2%	6,280	6.4%	7,781	6.5%	
5 - 14	10,129	12.5%	11,598	11.8%	12,800	10.7%	
15 - 19	4,242	5.2%	5,501	5.6%	6,712	5.6%	
20 - 24	3,825	4.7%	5,438	5.5%	7,251	6.1%	
25 - 34	9,290	11.5%	10,051	10.2%	12,589	10.5%	
35 - 44	10,787	13.3%	11,934	12.1%	12,365	10.3%	
45 - 54	9,177	11.3%	11,701	11.9%	14,443	12.1%	
55 - 64	8,753	10.8%	12,010	12.2%	16,002	13.4%	
65 - 74	9,770	12.1%	11,426	11.6%	14,521	12.1%	
75 - 84	7,553	9.3%	9,223	9.4%	10,526	8.8%	
85+	2,326	2.9%	3,321	3.4%	4,576	3.8%	
	200		200		20°		
Race and Ethnicity	Number	Percent	<b>Number</b> 71,178	Percent 72.3%	<b>Number</b> 83,390	Percent 69.7%	
White Alone	61,028	75.5% 2.2%	71,178 2,215	72.3% 2.2%	2,689	2.2%	
Black Alone	1,787 694		2,215 828	0.8%	2,669 971	0.8%	
American Indian Alone	2,783	0.9% 3.4%	3,615	3.7%	4,595	3.8%	
Asian Alone	2,7,83 67	3.4% 0.1%	3,615 87	0.1%	4,595	0.1%	
Pacific Islander Alone	67 11,965	14.8%	16,911	17.2%	22,938	19.2%	
Some Other Race Alone Two or More Races	2,556	3.2%	3,648	3.7%	4,875	4.1%	
Wo or More Races	2,556 27 120	3.2%	3,040	38.7%	4,073 50 032	42.6%	

Data Note: Income is expressed in current dollars.

Hispanic Origin (Any Race)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.

27,130

42.6%

33.5%

37,817

38.4%

50,932





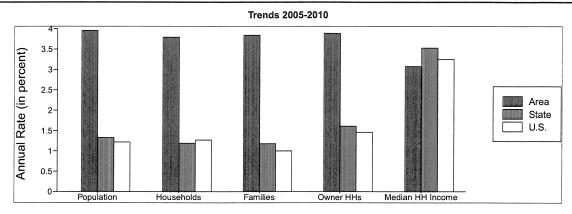
Latitude:

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Longitude: -116.4668

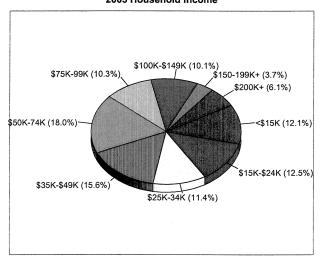
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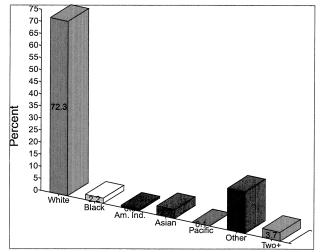


# Population by Age 14 1312111098876710 0.4 5-14 15-19 20:24 25-34 35-44 45-54 55-64 65-74 75-84 85-4

2005 Household Income



2005 Population by Race

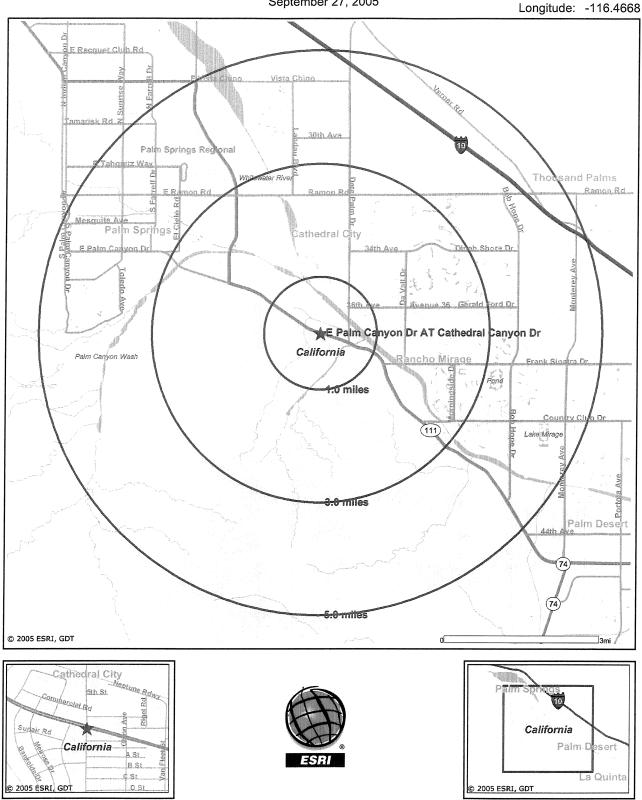


2005 Percent Hispanic Origin: 38.4%

# ATTACHMENT 3 EAST PALM CANYON DRIVE / DATE PALM DRIVE MAP

Site Map

September 27, 2005



33.7804

Latitude: